

INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)

Docket Number (Optional)
WD2-98

Application Number
Not Yet Assigned

Applicant(s)
Jay S. WALKER et al.

Filing Date
March 27, 1998

Group Art Unit
Not Yet Assigned

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	IS THIS DOCUMENT APPROPRIATE
PLC	A	4,908,761	3/13/90	Tai	—	—	
PLC	B	5,056,019	10/8/91	Schultz et al.	—	—	
PLC	C	5,380,991	1/10/95	Valencia et al.	—	—	
PLC	D	5,459,306	10/17/95	Stein et al.	—	—	
PLC	E	5,638,457	6/10/97	Deaton et al.	—	—	
PLC	F	5,687,322	11/11/97	Deaton et al.	—	—	
PLC	G	5,689,100	11/18/97	Carrithers et al.	—	—	

FOREIGN PATENT DOCUMENTS

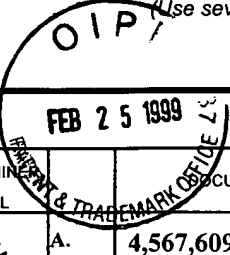
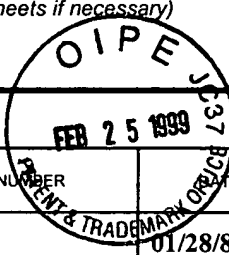
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
							YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER
Penny Caudle

DATE CONSIDERED
5/20/99

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INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)				ATTY DOCKET NO. WD2-98		SERIAL NO. 09/049,297		
<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div>				APPLICANT(S) Jay S. WALKER et al.				
				FILING DATE March 27, 1998		GROUP 2761		
U.S. PATENT DOCUMENTS								
EXAMINER INITIAL	CLASS	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE	
PC	A.	4,567,609	01/28/86	METCALF				
PC	B.	4,817,166	03/28/89	GONZALEZ				
PC	C.	4,878,248	10/31/89	SHYU, et al				
PC	D.	4,908,761	03/13/90	TAI				
PC	E.	5,056,019	10/08/91	SCHULTZ				
PC	F.	5,081,685	01/14/92	JONES et al.				
PC	G.	5,136,658	08/04/92	MORI				
PC	H.	5,315,664	05/24/94	KUMAGAI				
PC	I.	5,327,508	07/05/94	DEATON				
PC	J.	5,380,991	01/10/95	VALENCIA				
PC	K.	5,388,165	02/07/95	DEATON				
FOREIGN PATENT DOCUMENTS								
		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
PC	L.	EP 25754	03/25/81	EUROPE				
PC	M.	WO 9629668	09/26/96	PCT				
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)								
PC	N.	Casper, Carol, "RESTAURANTS SEEK LOYAL CUSTOMERS", Information Access Company, May 1994, Vol. 6; No.5; p. 18.						
PC	O.	"STOP & SHOP DEBUTS MASTERCARD", Information Access Company, October 23, 1995 No. 44 Vol. 2.						
EXAMINER Penny Caudle				DATE CONSIDERED 5/20/99				

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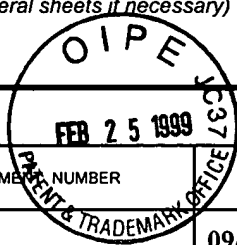
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PC	P.	5,448,471	09/05/95	DEATON			
PC	Q.	5,459,306	10/17/95	STEIN			
PC	R.	5,568,406	10/22/96	GERBER			
PC	S.	5,638,457	06/10/97	DEATON			
PC	T.	5,687,322	11/11/97	DEATON			
PC	U.	5,689,100	11/18/97	CARRITHERS			
PC	V.	5,710,557	01/20/98	SCHUETTE			
PC	W.	5,745,052	04/28/98	MATSUYAMA			

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Group 2700

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		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
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PC	X.	Marriott, Anne "A CREDIT DEAL - OR NOT? ;CO-BRANDED CARDS' OFFERS RAISE TAKERS, DEBTS", The Washington Times", July 17, 1996 at p. B7.
PC	Y.	Cross, Richard , "THE CUSTOMER VALUE CHAIN", American Demographics, Inc.,Marketing Tools, January/February 1997 p. 14.

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Bird, Anat, "Super Community Banking: Sharpen Strategy to Keep Your Bank's Most Profitable Customers for Long Haul" The American Banker, December 3, 1997, p.4.

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Smith, Rebecca "BUY MORE, PAY LESS; FREQUENT SHOPPER PROGRAMS PROMISE A BRAVE NEW WORLD IN GROCERY BUYING", Pittsburgh Post-Gazette, January 19, 1998, p.E-1.

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"CIBC CLUB Z VISA CARD" (<http://www.cibc.com>), download date February 1, 1998.

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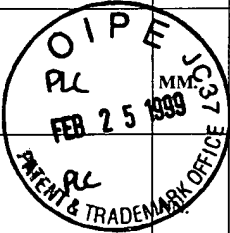
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		Applicant(s) Jay S. WALKER et al.	
		Filing Date March 27, 1998	Group Art Unit 2761

*EXAMINER INITIAL	OTHER DOCUMENTS <i>(Including Author, Title, Date, Pertinent Pages, Etc.)</i>
PL 	LL. "YOUR REWARDS ON-LINE", Club Z (http://www.hbc.com/clubz), download date February 1, 1998.
PL	"FREQUENT SHOPPER PROGRAMS ARE USED BY 14% OF ALL SUPERMARKETS" (http://www.retailtech.com/archive/frequent.htm), download date February 1, 1998.
PL	"TURBOCHARGING YOUR CUSTOMER-LOYALTY PROGRAMS" (http://retailtech.com/archive/turbocha.htm) download date February 1, 1998.
PL	OO. Amato-McCoy, Deena, "CO-BRANDED ACME CREDIT CARD REWARDS LOYAL USERS", Supermarket News, June 15, 1998 at p. 17.
PL	PP. "A CME MARKETS, U.S. BANCORP DEBUT REWARDS CARD", Card News, June 22, 1998 Vol. 13, No. 12.

EXAMINER <div style="text-align: center; font-family: cursive; font-size: 1.2em;">Penny Caudle</div>	DATE CONSIDERED <div style="text-align: center; font-size: 1.2em;">5/20/99</div>
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